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4. The polarized display device of claim 1 wherein said transmissive polarization rotating element is index matched to the direct view polarized display panel.

5. The polarized display device of claim 1 wherein the first polarization orientation is aligned with a major axis of a desired viewing envelope.

6. The polarized display device of claim 1 wherein said transmissive polarization rotating element is located in front of the direct view polarized display panel.

7. The polarized display device of claim 1 wherein said transmissive polarization rotating element is located to a rear of the direct view polarized display panel.

8. The polarized display device of claim 1 further comprising an optical element adjacent to a first side of said transmissive polarization rotating element and the direct view polarized display panel adjacent to a second side of said polarization rotating element.

12. The polarized display device of claim 1 wherein the transmissive polarization rotating element comprises a member from the group consisting of a retarder, a halfwave retarder, a multilayer retarder, and a twisted optical axis element.

13. The polarized display device of claim 1 wherein the viewing angle [has] comprises an angle [within a range of 25E to 60E from] of more than 20 degrees off of normal.

14. The polarized display device of claim 1 further comprising front and rear polarizing filters and wherein the direct view polarized display panel comprises a

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polarization modular situated between front and rear polarizing filters, and wherein said transmissive polarization rotating element is situated external to a region between said front and rear polarizing filters.

15. The polarized display device of claim 1 wherein the direct view polarized display panel is an active matrix liquid crystal display.

17. An apparatus for improving the viewability characteristics of a polarized display panel comprising:

a polarization sensitive scattering element having a first polarization axis;

and

a transmissive polarization rotating element attached to one surface of the polarization sensitive scattering element.

18. The invention of claim 17 wherein said transmissive polarization rotating element is proximate to the polarized display panel, and a polarization axis of said polarization sensitive scattering element is oriented such that a major axis of a transmittance envelope associated with said polarization sensitive scattering element is oriented along a desired viewing angle.

19. A method of projecting light using a polarized display, the method comprising the steps of:

transmitting light from a rear optical element in an asymmetric angular pattern for a first polarization and having a transmittance envelope with a major axis for the first polarization;

receiving light by a transmissive polarization rotating element from said rear optical element in the first polarization;

rotating light to a second polarization by the transmissive polarization rotating element; and

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receiving light from the transmissive polarization rotating element in the second polarization by a polarized display panel having a rear polarizer.

21. The method of claim 20 wherein the step of selecting a range of angles comprises selecting a material for the transmissive polarization rotating element that corresponds with the selected angle.

23. A polarized display device comprising:
a rear optical element transmitting light in a pattern and having a first polarization;
a direct view polarized display pane having a rear polarizer oriented to receive light from the rear optical element in the first polarization and transmit light in a second polarization; and
a transmissive polarization rotating element receiving light from the polarized display pane in the second polarization, rotating the light to a third polarization, and transmitting the light.